SANE TRADE WAYS IN SOUTH AMERICA

in the more general use of heavy oiled paper as a protection against dampness. Shipping instructions are followed more closely than before, but two compaints are still heard: (1) that consular invoices and bills of lading sometimes show discrepancies, and (2) that the marks on cases and bills of lading do not always correspond exacts. not always correspond exactly.

The caution to be fair and honest had beer made necessary largely by the sarelessness and sharp practice of irre-sponsible firms that have entered the

foreign field during the war. They have done very serious damage to American business, but they cannot well outlast the period of reconstruction.

The objection taken to American sales methods has not been met so satisfac-The criticism that American do not change their goods to suit for-ern demand is not entirely sound; it is not always practicable to meet the change requested by the foreign customer, because the demand for the modified article may not be sufficient to justify the modification of standardized machinery; and in case the standardised

machinery, and in case the standardised American article is in reality capable of serving the purpose of the foreign buyer, courteous demonstration may cause him to accept your argument that the standardized article is the most use There is still room, for improvement scan manufacturer to the foreign pros-pect and in our foreign selling methods generally. Politeness and sales psychol-cey tell us not to hurt the feelings of our customer, and still every one in touch with the situation has a stock of stories of almost unbelievely and stories of almost unbelievable bad me

One of the most trying experiences I went through was acting as interinformation on the National Lettery that supports the "Caridad" Hospital is fontevideo. I have never seen her book interview with the cultured super intendent of the lottery, but I recall very vividly the verbal gymnastics I through trying to turn her Engvonderment and gratification at the good done by the money thus earned the expense of the gambling instinct.

A good friend of mine from Philadelwas amased at the ignorance of waiters in the Sportsman Hotel in o Paulo, Brazil, who could not tal his order in English. They brought him "abacaxi" (pineapple) when he asked for bacon and eggs, and a stein of beer when he pointed to the Brazilian term "Choppe" on the bill of fare. The easy good nature acquired by long residence in Philadelphia carried him over his English interviews with "the trade," cased his efficiency. The scholarly William Bulfin, late ed-

itor of the Southern Oross of Busines Ayres, used to tell the story of an American whom he found puzzling over the statue of Garibaldi in the Arge capitol. Mistaking Bulfin for a native "orteno," the "yanqui" turned over the pages of his little red dictionary and placed out the question: "Este darned cosa; porque aqui?" ("This darned thing; why here?") Some statesmen may agree that the question had its agree that the question had its ; but if the statue had been one an Martin, the great national hero, and Bulfin had really been a native, the American would have succeeded nicely

a possible customer.

The point is simply this: Self-satished ignorance and narraw prejudice against everything un-American are responsible for the bad impression made generally by Americans abroad. That impression may not do much direct dam age in tourist countries, while Ameri cans are spending money freely and paying for this self indulgence, but it is always harmful and the damage is very

direct when the impression is created by salesmen in search of prospects. The remedy most universally applica-ble seems to be the study of history. a is especially true of Latin America The Latin American is a type as distinct from the rest of mankind as is the Russian or the Turk. The creois type, that maintains the predominating influ-ence in Latin American society, was molded during the three centuries of Spanish dominion in America, and to understand and appreciate the good qualities of this type one must study that history. The South Americans, too, are intensely national, and resent being grouped in such a way as to destroy

Gen. Nicanor Obarrio, a deputy from the province of Panama to the Congress of Panama and a prominent business man of that country, arrived on the their individuality.

Sweeping reference to revolutions "in steamship Panama last Saturday. The General was the first and only Secretary countries" does not set well in war, and in Argentina, where chaotic conditions disappeared long ago. Confused mention of Bolivar, San Martin, Artigas and Sucre will do more harm than good. They are distinct personages in South America, and the names bear different connotations in Argenbar different connotations in Argenbar

navy were abolished when the United States guaranteed its independence. There are a number of business men now in New York who are interested in wharf improvement in Panama. different connotations in Argen-The Associacion Ibero Americano, et which Mrs. Anita Hebard is president ns. Colombia, Uraquay and Peru. In the study of this history care mus and which recently gave a reception and ball at the Hotel Ansonia, attended by taken not to use polluted source

here are now plenty of books on South 100 of the Spanish speaking colony in New York, is planning another ball to point of view is worth having, but for a be given in June. ong time it was the fushion for writers to search out and invent scandals, while Eduardo Alvarez, son of Dr. Rafael Alvarez Salaz, Director-General of the Pacific Railway of Colombia, is in New hey kept discreetly silent about any good they found, or attributed it to bad Ridicule and contempt for York on a vacation from Rensselace Polytechnic Institute, where he is a stu what South Americans hold most sacred livened these narratives of perverted or dent of civil engineering. alf truths. Authors do not find ready her daughter Olga are coming to New York from Venezuels on the steamship

college course in Latin American ry, and it is to be hoped that the

With the Latin American Colony in New York

The family of Senator Augusto Bruns the wealthy dealer in saltpetre, has ar-rived here from Valparaiso.

The jewelers of New York are arrang

ing to hold a meeting on Wednesday. May 28, when they will be addressed by S. W. Rosenthal, Jewelry Trade Com-missioner for the United States Bureau

of Foreign and Domestic Commerce, re-

cently returned from a trip of investigation through South America, who will

size up the jewelry and silverware man

The United Fruit Steamship Turrialba

oft for Colombia and Panama last Tues-

nos Ayres, where he has been appointed Commercial Attache to the American Embassy. Other passengers were J. Bec-cart, for Callao; also Mr. and Mrs. A.

for several days after arriv

onnage for exports, there is enough for

Federico Pezet left recently for Cuba, Mexico and South America, to be gone six months. He is on a combined busi-

less and pleasure trip, and will be joined at Panama by Mrs. Pezet in about two

Domingo Pena y Toro, accompanied by his wife, has just arrived from Chile. He will establish himself in Norfolk to

Dr. E. Manhood of Chile and his

wife have arrived in New York en route to Europe. Dr. Manhood is one of the best known of his profession in San-

Rafael Edwards, the engineer, who comes from Chile to take charge of the Chilean Railroad offices in this city, as the present engineering chief, Rodolfo largest the chilean Railroad offices in the city, as

Dr. Jose Santiago Rodriguez, the spe cial commercial agent from Venezuela to the United States, has arrived in New York again from Washington.

president of the newly formed company of Vasquez Correos & Co. Mr. Perez was the Postmaster-General of Colombia for

many years and recently arrived from

Tomas Samper of G. Amstrok & Co.

has gone on private business to Boston

L. A. Dillon left recently for Europe

The Spanish Theatre, formerly the

Francisco Alvarado, diliguel Vijil and

and his son. Ralph Dillon, expects leave next month for Ecuador.

Jaramillo, is to return to Chile.

begin his duties as Consul.

With the Latin American Colony in South American Colony in Colon South South South American Colon Colon South South South American Colon M. Borchard, Newcomb Carlton, Peter H. Goldsmith, Eduardo G. Higginson, J. L. Merrill, Esquival T. Obregon and J. Richling. More than 100 members of the society attended. John S. Princa, the secretary of the society, made all arrangements for the luncheon. Arenas, distant, loughly, some 6,000 miles from this metropolis. Now the Pacific Ocean will be a great field for

Pacific Ocean will be a great field for Chilean-American cooperation.

"American enterprise has in recent years pushed the production of copper in Chile on such scale that we rank to-cay as one of the three largest copper producing countries of the world. In referring to the copper producing American concerns it is only fair to them to say that they have done and are doing very good work, not only showing the possibilities of Chile's mineral wealth, but also giving a splendid ex-Senor Alberto Acuna, the wealthy Chilean, and his wife will leave for Eng-land the second of June, having spent six months here. velfare of the working classes. They have looked after their workmen gen

ously and intelligently.
"It is also a well known fact that an American firm is working one of Chile's great iron ore deposits. I need not add how Chile would welcome a further development in this line and see the tron and steel industry established there. We have not only the Iron ore, but coal, imestone, waterfalls and timber, and the cluding F. Gangotena and family, the French Minister to Peru, and Dr. and Mrs. Julius Kieln. Dr. Klein is going down the west coast of South America only thing needed is some powerful mind to combine those elements in order to create this key—industry.

"American banks have established anches in Chile and it is to be hoped that they will be instrumental in further developing the Chilean-American trade. It is difficult to say whether it is good feeling that engenders material interest or whether the latter creates the good feeling, but this much can be said, both go together and when one finds material interests created between two

interests created between two countries it is because the good feeling exists.

"Americans and Chileans get on well together and the more they know each other the more they will appreciate each other. They both are hardy and enterprising neonla living in countries again. and Mr. and Mrs. R. Hyland for Arica. prising people, living in countries equally democratic and equally free from in-ternal disturbances, and in this respect Chile and the United States have this in common—they have had but one civil war each since they became nations. Neither has had revolutions. But what ing from Venezuela, has gone to Washington for several days, but will return agh there is insufficient ship help it."

> Latin arrivals at the Hotel Astor Juan J. Peres Cordera from Vera Crus, Mexico, and from Havana Mr. and Mrs. Rafail R. Arns, Mr. and Mrs. B. de Aldecocca, Cipriano Schavarri, Miss Silvina Echavarri and J. Cacho Negrete.

Recent arrivals in New York are G. J. The ex-Minister of Chile to Japan, Victor Manuel Prieto, is now in New York. Havana; W. P. Mahony and wife, He has been visiting California and various other States.

Domingo Pena y Toro, accompanied by Victor Obando and wife, Mexico; Emily Lecours, Havana; Luisi Scooyi, Lima. Victor Obando and wife Mexico; Emil Lecoura, Havana; Luigi Scoovi, Lima, Peru; F. Campoponeci, Lima, Peru; Francisco Ferrari, Montevideo; Miguel Valiente, Colombia; Robert Leynenci. Colombia; E. Pepe, Montevideo; F. Frasin, Panama; Frank C. Lawrie and wife, Tampico, Mexico; Harry Seipel, Santo Domingo; I. Pas and wife, Havana, Juan Taresea vana; Juan Taforge, Havana; Luis Garcia, Havana; Miguel Vivas, Havana, and Pedro Fradera, Havana.

> Mr. and Mrs. Meridith Fox Montague announce that the wedding of their daughter Emilia Tripplet to Oswaldo Jimenis will take place June 7 in St. Thomas's Church. Many well known persons of the Latin American colony

> R. Gonzales, Beaville, vice-president of the Cuban newspaper Heroido de Cuba, has arrived here on a business trip. He is stopping at the Hotel An-

> Gustavo Bernard, a wealthy merchant from Havana, is also at the Hotel An-

Dr. Orestes Ferrara, former president of the Cuban house of Representatives, gave a banquet last Tuesday to some

of his intimate friends. The affair tool Senora Amada Yllera has returned

Hector Vyil and Mrs. Vyil arrived on the steamer Noordam. Mr. Vyll is the secretary of the Legation of Spain in

Gus P. Macias of the Gonzalez law firm in this city has arrived from Havana, where he went a short time

Dr. Manuel Garcia Moreno of Colombia is in New York, recently arrived from Rio Janeiro. He will leave in a few days for San Francisco, where his fam-

J. Alberto M. Alvarado, a noted Mexioan musician and composer, has arrived from San Antonio, Tex. Senor Alvarado intends to remain here for the summer, after which he will leave for South America on a concert tour. While in New York he probably will give two concerts playing his own and other oncerts, playing his own and other

A last bachelor dinner has been given for Miguel Gutierres Urquisa, president of the Los Angeles Mercantile Co., by a group of Friends and associates. Mr. traveling for an American concern. He south America after promotion. Most South Americans want a little light wine San Antonio, Tex., where he will marry a pretty Mexican senorita and return to New York to make his home. The and business man, was the guest at a can get it.*

dinner took place at the Mexican Res-taurant Sonora and was attended by many persons known in the Latin-Ameri-can colony. He is planning to go on

Recent arrivals in New York are: From Colombia, Martin Gonzales and family, Joaquin Dias and Roberto Ra-mires; from Mexico, David Gomes Rios and wife, Ricardo de la Torre, Luis and Felips Flores, Esperanza Gutierres, Ernesto Natera and Dr. Arnulfo Castillo: from Cuba, Valentin Hernan-des, Teofilo Fuentes, Marcos Ramires and Tulio Escobar.

Among the Spanish speaking people of New York there is much interest in three wedding ceremonies. All will take place within one week. Owing to the numerous relations of the participants it is expected that many prominent persons of the Spanish and Latin American colonies will attend. To-day at noon colonies will attend. To-day at noon will be the wedding of Miss Mercedes Rabasa, daughter of the noted author and lawyer, Sanor Emilie Rabasa, to Ricarde de Villafranca, from Costa Bica, a Lieutenant of the A. E. F. who spent a Lieutenant of the A. E. F. who spent two years in France. The Rev. Fr. Caballero, S. J., will officiate in the Spanish Church Nuestra Senora de la Esperanza. The religious rite will be followed by a reception at the bride's home. On Wednesday, June 4. Senorita Izabel Rabasa will be married to Augustin de la Torre of Mexico city. The ceremony will also take place at the Spanish Church. On June 5 Senorita Margot Cowley of Havana will be married to Robert Alastair McCloud, a prominent Philadelphian. The wedding will take place at the St. Regis Hotel, where a reception has been arranged. The couple will reside in Philadelphia.

Aboard the Giuseppe Verdi last Saturday for Italy were Senor M. A. Capris and his wife, both well known among the Spanish speaking people of New York. Sefore leaving they were guests at a linner given by the president of the Empire Oil Company at the Hotel Com-

Major Jorge O. Totten, Jr., has rethe Mayas.

Jose Meria, banker and manufacturer of this city, in speaking at a dinner served at the Ritz-Carlton, at which the development of its immense resources, remarked:
"Mexico is paying its way in real gold taken from the mines, and Mexico needs,

and is buying, motor trucks. Despite th tain there will be no more serious revo business with, is welcome to go to Max-ico, make a personal analysis of the sit-uation and his entire expenses will be paid by the Mexicans.

Senor Meria has confidence in Mexico and enjoys the personal acquaintance of the principal industrial leaders of that

doubt that the railroad conditions in Mexico are bad. The roadbeds are poor, the rolling stock needs attention and the country needs locomotives. He has great confidence that before long Amercan money will be pouring into Mexico by the millions, helping in the recontruction work. But in the meantime the American

motor truck is playing an important part in the country's development. It does not take as much money to operate trucks as it does to reconstruct rail-roads and the Mexicans have taken advantage of the opportunities the trucks

concerns operating out of Mexico city, said Senor Meria. There are three cities, Puebia, Toluca and Cuernaraca, all about 100 miles from Mexico city, that are reached by motor trucks. These ve-Ington for several days, but will return thursday for consultations at the United States Custom House. Mr. Sauer says that coffee, the principal product exported from Marscabo, forms 80 per cent. of the exports. Coffee now brings double the price it formerly did, and due to lack of ships 250,000 bags are in storted to lack of ships 25

> Friends of Mr. and Mrs. Belisario Outor have been informed that a son was York. The friends are planning to give the happy parents a dancing party when their son is christened Belisario Eduardo. Mr. Quiros is a wealthy business and nam and his wife belongs to a distingment of the property of the

To honor the poet, Joaquin Mendes Rivas, who recently won the first prize in a literary contest in this city, Jose alls Requent, Jr., gave him a banquet at the Biltmore Several American ers and Latin American journalists were at the banquet.

Senora Domicio da Gama, wife of the

Senor Ignacio Galvan, sub-Director-General of Public Works, of Mexico, has come to this city to buy material for his department. He is at the Hotel Penn-Senora Maria de Bolado, and her

ter, Eiena de Castilla, who intend to re-main three years in New York to study the English language and music, have

Albino Mernes, President of the Mu nicipal Council of Asuncion, Uruguay, Miss Artemisa Elizondo, the Spanish

Los Angeles, Cal.

The Spanish capitalist, Roman Zara leta, with his wife and daughter, Lucia, country, have left for Havana after spending eight weeks in New York.

On June 10, Dr. Epitacio Ppasoa, President-elect of Brazil, is expected from Europe and will be the guest of the De-

Seneritae Resario and Lola Ortiz, ac companied by their brother, Antonio, of Havana, have salled on the Monserrate for Cadiz, Spain, and will, after reaching that city, visit many parts of Europe On the same steamship departed Se Vicente Echegaray, rich Mexican mer-chant, with his wife, Senora Guadalupe Ortis de Echegaray, and their three chil-

Senor Jose T. Baron, second secretary of the Cuban Legation in Washington, is in town for a short visit.

L de Torres, with his wife and his sister has laft for Switzerland. In four months they intend to return to this city. Senor Matina Reyes has arrived from Havana and is at the Hotel Astor.

Juan Mendisabal, treasurer of the Cerweeks and its crater of each largest brewery in Mexico, has arrived on the steamship Morro Castle. Senor Mendizabal came here on a business and pleasure trip, and its crater of sex is oft dormant active.

L. P. de Aroquis of Chile, who is at the Majestic, said: "I believe that the in Ecuador, Ecuado Senor Carlos Ramos has arrived in

this city from Mexico, where he has been

travelling for an American concern. He

TO BE DISCUSSED

Second Commercial Conference Will Begin in Washington June 8.

Are Among Those on Programme.

of the sub-committee of the governing board of the Pan-American Union, composed of the Ambassador of Mexico. Senor Don Ygnacio Bonilias; the Minister of Venesuela, Senor Dr. Don Bantos A. Dominici; the Minister of Bouador, Senor Dr. Don Rafael H. Elizalde, and Director-General John Ragrett the way. Senor Dr. Don Rafael H. Elisalde, and Director-General John Barrett, the programme of the second Pan-American an efficient, trustworthy and competent commercial Conference, to be held in the Pan-American Building here June 5 to 6 inclusive, under the auspices of the line and who has had experience on the

the Pan-American Building here June 5 to 6 inclusive, under the auspices of the Pan-American Union, was determined in general terms subject to such changes as may be necessary.

The conference will open Tuesday morning, June 8, with an inaugural session presided over by the acting Secretary of State and chairman of the Coverning board of the Pan-American Union, Frank L. Polk, when the speakers will include the Ambassador of Chile, sens will include the Ambassador of Chile, Senor Don Beltran Mathieu; the Minister of Bolivis, Senor Don Ignacio Calderon, and the Speaker of the House of Representatives, Frederick H. Gillett.

Representatives, Frederick H. Gillett.
In the afternoon the session will be opened by a general review of the Pan

On the following three days, at morning, afternoon and evening sessions, there will be addresses by Edward M. Hurley, chairman of the United States Shipping Board; Frank A. Vanderilp, president of the National City Bank of New York; Charles M. Schwab, president of the Bethlehem Steel Company; Dr. L. S. Rows, Amistant Secretary of Dr. L. S. Rowe, Amistant Sec Prade Adviser of the State Deps Dr. Burwell S. Cutler, chief of the bu-reau of foreign and domestic com-merce of the Department of Commerce: ferbert S. Houston of Doubleday, Page Company; Vicente Gonzales, trade adviser of the Mercantile Bank of the Americas; Frank B. Noyes, president of the Associated Press; Dr. Peter H. Goldsmith of the Carnegie Endowment; J. J. Arnold, vice-president of the First National Bank of Chicago, and other eminent commercial experts of the United States and Latin America.

Among the general topics or other sub-divisions which will be discussed at the conference are the following:

Shipping and other transportation, which in turn will be subdivided into (a) steamship lines and vessels, (b) other methods of transportation, including the rossibility of all properties.

Financing trade, investmente in Lati America, subdivided in (a) banking, (b) credits. (c) investments, loans and bonds. (d) Government aid in financing com-

points out that Torreon, Monterey, San Luis Potosi, Guadalajara and Tampico are centres where trucks operate on a large scale. Imports, subdivided into (a) business ethics, (b) merchandising (c) commission service and direct trading, (d) export and import combinations. Parcel nost natents and trade much

trade and travel regulations and packing, subdivided into (a) parcel post (b) patents and trade marks, (c) trade an

ver overflows, (c) irrigation, (d) sani- gent searches for Educational and social auxiliary to commerce, subdivided into (a) vocational training, (b) language study, (c) ex-change of students and professors, (d)

Brazil to Standardise Trade.

To eliminate disputes between North Brasilian Ambassador, is in New York and South American exporters the Brasilian will spend a rew days visiting silian Association of Commerce has adopted a plan for permanent arbitra-tion committees appointed jointly by Brasilian and American commercial crganizations. It includes a standard form of contract, and any disagreement artsing between the parties is to be settle impartially, inexpensively and expedi liously, without recourse to the courts.

linner given by several South America friends who celebrated his birthday. The affair was attended by a number of 6 Bouth American because of the geo-Latin-American families, and took place praphical position of that port with the at the Hotel Pax. a Spanish hostelry in at the Hotel Pax, a Spanish hostelry Asbury Park, N. J.

J. Martin Taddeo, an Argentinian Miss Artemisa Elizondo, the Spanish merchant who recently arrived from pianist, who will open an academy of Buenos Ayres, has spent a week visiting music in this city, has arrived from manufacturing houses of Rochester, N. Y. He has returned to this city for short stay before starting for a tour of the principal industrial centres of this steamships chartered, &c., for the in-

Senora Terema R. de Cabrera and her aughter, Senorita Luisa, have left here

on spend the summer months.

drifting through the lobbles of the New York hotels. Every boat brings its large quota of early summer visitors thousands more are expected to early summer visitors, and thousands more are expected to arrive during the next few weeks. Winter usually attracts the Latin-American.

But now all want to be in at the "death" of Manhattan as a national playground for the Latin-American. The end comes offective. Nearly all of the big hotels have more Latin-American guests than at any other time in history.

The Commodore, McAlpin, Waldorf, Majestic, Ritz, Pennsylvania, Astor and Majestic, Rits, Pennsylvania, Astor and other hotels report an unusual number

ther hotels report an unusual number guests from Chili, Brazil, Nicaragus Cuba and Peru.

Copeland Townsend of the Majestic maid yesterday that reservations were coming daily by cable from prospective guests. Those who have arrived declare that the rush is due entirely to New York becoming a dry city in a few more and its corair of sex is oft dormant active.

ican countries is due to the fact that prohibition goes into effect July 1, and visitors want to come before it is effec-tive. There will be little travel from visitors want to come before it is effective. There will be little travel from South America after prohibition. Most South Americans want a little light wine for at least a sizes of beer with their

PAN-AMERICA TRADE PRACTICAL SALESMANSHIP WINS IN SOUTH AMERICA

Knowledge of Language and Ways of Country Cannot Compete With Ability to Obtain Orders Under Trying Circumstances.

MANY EXPERTS TO SPEAK

MANY EXPERTS TO SPEAK

Many Experts to speak ago started out for export business. Each studied the map of the world carefully, looked into market control of the world carefully, looked into market control of the little to the studies of the world carefully, looked into market control of the little to the studies of the stud languages, but on his ability to obtain
the customer's signature on the little
dotted line. This is the essence of export trade. The travelling man should
not mistake his important mission to
Latin America for a Cook's Tour. / He
has been hired to sell, not to converse.
The writer recalls the visit of an
American travelling man to South
America almost a year ago that should
relieve the conscience of those who are
contemplating sending non-Spanish Hurley, Schwab and Vanderlip ditions and problems, obtained volumes of data from the Bureau of Foreign and Domestic Commerce, sought further in-formation at the headquarters of the formation at the headquarters of the various quasi-public export associations, consulted the trade journals and other exporting publications and finally decided to tackle the South American field. South America looked good on paper. There seemed to be a splendid market for the products of each of these manufacturers in the majority of the countries in that continent. One sold contribute the sold contribute of the countries in that continent. America almost a year age that should relieve the conscience of those who are contemplating sending non-Spanish speaking travelling salesmen to Latin America in the near future. This man was selling books for a well known American publishing company. His vocabulary was limited to about fifty-five words in Spanish and none in Portuguess. He had had no previous experience in South America. Moreover, the books he was selling were in the English text.

may be able to talk to his customers in their own language?" inquired the cotton man of a number of manufacturers who had had experience in South America. "If he can sell goods never mind the language," came back the reply. Accepting this kindly advice the cotton man inserted the following advertisement

"WANTED—Experienced cotton goods salesman for South American countries, Knowledge of Spanish proferable, but not essential. Mail references and proofs of your selling ability."

with such ease that he might have been competent to sit in at the Peace Conference. He was broad enough to see the other fellow's viewpoint. He understood why "this" was done in this country and "that" in that country. He was not a braggart. He did not bore his fellow travellers by openly pining for "good old Broadway," &c.

By the time he arrived in Chile his orders had reached tremendous proportions. His house was pleased and yet his Spanish was as bad as even.

How did he do it?

He knew what he was talking about and he was "simpatico." The latter is the pass word to any Latin American's confidence and good graces. Being "simpatico" this bookman could make himself understood with his limited vocabulary because his Peruvian or Chilean friend gave him all possible cooperation in his effort to master the foreign expressions. A bad blunder would produce laughter. After that there was friendship. The American felt more at ease. He understood him, nevertheless—and his host understood him, nevertheless—and his host understood him, revertheless—and his host understood him, writer knows another traveling Needless to say, the cotton man was swamped with applications on the fol-lowing day. Some were good and some were bad. Most bad. Finally one ap-pealed to the cotton man. He sent for the man.
"Do you know Spanish?" he asked the

applicant the next morning in his private office,
"Not a word," fired back the salesman, "But I can sell goods."

He was hired on the spot.

"Better knock around the factory

stood him. The rest was easy.

The writer knows another traveling man who has been in every country in South America, who has braved the the Trowe, Ameliant Secretary of the Trownry; Senor Doctor Don Carles and prepare to leave for South America the first of the month," was the cotton Senor Don Julio Zamora, Financial Commissioner of Bolivia; Senor Doctor Don Jose Santiago Rodrigues, Special Commissioner of Venezuela; Senor Don making inquiries for several days he deangers of the swamp lands, who has steered his course to the southernmost city in the world—Funta Arenas—and then back to the northern deserts of Chile, in through Peru and Bolivia, and is still on the job. This pioneer traveller has sailed out of New York for the past twanty-fly years with wards lines. naking inquiries for several days he de-

cided to insert the following advertise ment in the morning newspaper: "WANTED—Salesman for South American countries to represent firm knowledge of Spanish and Portugue essential; experience unnecessary."
The first day the auto man receive people for many years no mad anies to acquire a Spanish vocabulary. Was he a success? He told the writer recently that he was making his last trip—that he had made enough money to keep him home in comfort for the rest

as he turned the letters over to his secretary. "They have got to know the language."

The next day the auto man received over twenty applications from men who knew nothing of auto accessories, had no sales experience, but were efficient conversationalists in Spanish and Portu-

night have been ideal men for the job.

The weeding out process finally left The weeding out process many lend one man who had spent considerable time in South America and whose knowledge of the language was almost as fellow." As long as he could muddle thorough as that of the oldest inhabi-

"We'll take you," said the suto man. At the end of the year the cotton man through he had nothing to worry about returned to the States with an order book full of business. A few weeks later if he applies sound business principles the auto accessories man returned to in the selection of a capable road representative.

anything but satisfactory. The moral to this story is this: Don't because he can converse in Spanish or

This problem often comes up before and the manufacturers who are making dillsearches for competent travelling
All sorts of applications sift through the executive office only to be thrown into the waste basket for the junk man. Many of these are signed by Latin Americans whose only claim to hearing rests on their ability to speak their own native tongue, with a knowledge of their own country thrown in.

America.
Once having these qualifications, the America.

Once having these qualifications.

Once having these qualifications,
efficient, reliable and good principled
travelling man can easily acquire a preliminary knowledge of Spanish that will
through Too often the American manufacturer will prefer this type of salesman to the type that has had a good business training at home and can sell goods with as see him through

SHIP TO SAIL IN JUNE

For many years W. R. Grace & Co.

vice from New Orleans to the west coast a large number of letters mailed in the

praphical position of that port with the States domestic letter rate. The rate

very much more favorable railroad rates additional ounce or fraction thereof. In

have realized the importance of the ser-

Panama Canal open as a gateway for

the products of the great Mississippi

Valley, most of which territory enjoys

to the port of New Orleans than to New

auguration of a service in the summer

of 1914 to start immediately after the

fore the canal opened, however, the war

in Europe started and put a stop tem-porarily to the plan, but in anticipation

of peace, the New Orleans and South American Steamship Company was formed in July of last year and it now

announces that the first steamship in its

service to the west coast of South Amer

ica, the Lake George, will be ready to load at New Orleans about June 1 for

ports in Ecuador. Feru and Chile.

This vessel will be followed by another ship, which is expected to be ready to load July 1, and it is planned that there-

after a regular monthly service will be maintained, the size of the vessels and

frequency of this service being increased as soon as the volume of business war-

ECUADOR

in Ecuador, Ecuador, Ecuador,
Love's like a burning volcano,
A mountain of fire.
Shaking and scorching the soul's inm
fibres.

Giorious love!

Panama Canal was open to traffic

FIRST WEST COAST

Export Banking

talking points. He was a gentlema every respect. He was courteous, was a business diplomat. He of

smooth over a slight misunderstanding with such ease that he might have been competent to sit in at the Peace Con-

past twenty-five years with varied lines, and on a purely commission basis. He carried such an assortment of samples that would make the five, ten and fif-

teen cent store green with envy. His knowledge of each line was limited. Al-though living among Spanish speaking people for many years he had failed

Neither need the manufacturer worr

"Can he sell goods?" is the first tes

"Can he be trusted?" should be test No. 4.
"Is he broadminded, tolerant and capa-

ble of seeing the other man's viewpoint?

"Does he speak Spanish or some other

foreign language, should be test No. 6.
This should be the basis in general
terms upon which the manufacturer
should devote his efforts in obtaining

competent travelling salesmen for

POSTAGE SHORT ON

The Post Office Department has bee

advised of the receipt in Guatemala of

United States and prepaid at the United

of postage applicable to letters for

Guatemala is 5 cents for the first ounce

or fraction thereof and 3 cents for each

addition to Canada, Cuba, Mexico and

Panama, the only foreign countries to

which the United States domestic letter

rate applies are England, Ireland, Scot

land, Wales, The Bahamas, Barbados

British Guiana, British Honduras, Do

minican Republic, Dutch West Indies,

Leeward Islands, Newfoundland, New

Zealand, and Trinidad, including To-

bago, and, commencing July 1, 1919, Windward Islands (including Grenada,

St. Vincent, The Grenadines, and St.

As letters for foreign countries, other

than those indicated above, which are prepaid at the United States domestic

letter rate, will be liable on delivery to double the deficient postage thus sub-

double the deficient postage thus sub-jecting addresses to annoyance and double expense, postmasters have been

of Section Increases

requested to call public attenion

W. R. GRACE & CO.

New York, May 19, 1919.

EDITOR LATIN AMERICAN SECTION
THE SUN—SC: 1 want to congratuate you upon the increasing excellence of your Latin American section

in THE SUN. You are gathering and presenting information of real value, and I am glad to refer our people to the Monday's SUN for this Latin

American information. In fact, I have made a note in our daily press

summary to-day calling attention to these pages in the New York Sus

CLATTON S. COOPER.

Editorial Director

Finds Excellence

GUATEMALA MAIL

that should be applied to the prospective South American salesman. "Is he a gentleman, is he cultured and

Service and convenience are two cardinal points to sook for in your bank, whether at home or abroad. Our wide home or abroad. Our wide organization, with thirty-seven affiliated banks in thirty-four cities of the United States and Canada, enables us to afford direct personal foreign banking service to our clients wherever located. Branches in Belgium, Brazi, Cuba Haiti, Panama and Cana, Zone.

Service In

Our officers will be glad to advise with you on your im-port and export business problems.

American Foreign **Banking Corporation** 56 Wall Street

New York

STEAMSHIPS.

Jamaica **Central** and South **America**

GREAT White Fleet Steamship SANTA MARTA sails from New York about June 3.

> Steamship ABANGAREZ about June 10.

Connection at Cristobal for West Coast of South America. Full information

regarding ticket fares, passenger accommodations and freight service on request.

DNITED-FRUIT-COMPANY Traffic Departments 17 Battery Place





HAVANA WEEKLY MEXICO SAILINGS To Progress, Vern Cras and Tumples Regular Sallings to Nassau, Bahamas Literature and full information on repeat.

New York and Cabe Mail S. S. Co.
Foot of Wall Street, New Yorks



"VIA COLON" DIRECT ROUTE TO CENTRAL and SOUTH AMERICA New York Office treet Phone Broad 672"

ADVERTISING AGENCIES

Speeding Up Your Exports Our plans may suggest many profitable ideas. Write for list.

> Medley Scovil Advertising 25 Pine Street, New York

South American Current Exchange

Argentina (gold) ... 100.25 100.00 Argentina (cur'cy) .. 44.12 44.25 Brazil (milrels) ... 27.75 27.60 Chile

(Furnished by the National City Bank of New York.)

Uruguay 118.75 2.60

asionally one appears. The salesman who gets his ideas of Latin America. such a source is handlcapped.